

2013 California Children's Healthy Eating and Exercise Practices Survey

Table 110: Percentage of California Children Reporting Awareness of the *Power Play!* Campaign (N=651)

During this school year, do you remember seeing or hearing anything about a program for kids called *Power Play!*?

| | Aware of <i>Power Play!</i>, Percent |
|------------------------------|---|
| Total | 14.7 |
| Gender | |
| Male | 17.7 * |
| Female | 11.6 |
| Age | |
| 6-8 | 15.8 |
| 9-11 | 13.5 |
| Ethnicity | |
| White | 9.6 |
| Black | 14.9 |
| Hispanic | 16.0 |
| Asian/Other | 8.7 |
| Parent Education | |
| Less than High School | 17.5 |
| High School Graduate | 12.6 |
| Some College/Graduate | 11.7 |
| Overweight Status | |
| Not Overweight | 16.5 |
| Overweight/Obese | 13.7 |
| Fruits and Vegetables | |
| Met MyPlate (2½-5 cups) | 16.0 |
| Below Guideline | 14.6 |
| Physical Activity | |
| ≥ 60 minutes | 16.1 |
| < 60 minutes | 13.1 |
| School Breakfast | |
| Yes | 17.3 |
| No | 14.0 |
| School Lunch | |
| Yes | 14.4 |
| No | 15.0 |
| Fast Food | |
| Yes | 15.8 |
| No | 14.6 |
| Nutrition Lesson | |
| Yes | 20.5 ** |
| No | 11.7 |

Not aware includes those reporting "no" and "don't know."

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

Boxes that are all gray indicate that the chi-square test is not valid due to a high percentage of cells with expected counts less than 5.

* p<.05

** p<.01

*** p<.001

2013 California Children's Healthy Eating and Exercise Practices Survey

Table 111: California Children Reporting Awareness of the *Power Play!* Campaign and Associations with Fruit and Vegetable Intake (N=651)

During this school year, do you remember seeing or hearing anything about a program for kids called *Power Play!*?

| | Aware of <i>Power Play!</i>, Percent | |
|--|---|-----------|
| | Yes | No |
| 5 or More Servings of Any Fruits and Vegetables | | |
| Yes | 30.3 | 26.3 |
| No | 69.7 | 73.7 |

| | Aware of <i>Power Play!</i>, Mean Servings (½ cup-eq) | |
|------------------------------|--|-----------|
| | Yes | No |
| Fruits and Vegetables | 3.7 | 3.4 |
| Fruits and Juices | 2.0 | 2.0 |
| Vegetables | 1.7 | 1.4 |

Fruit servings are defined per the *Dietary Guidelines for Americans 2010* as one medium apple, banana, orange or pear, ½ cup of chopped, cooked, or canned fruit, ¼ of cup dried fruit or ½ cup of fruit juice. Fruit servings include fruit and juice consumed separately (plain) and in fruit salad. Fruit in baked goods is generally excluded from the fruit servings count.

Vegetable servings are defined per the *Dietary Guidelines for Americans 2010* as 1 cup of raw leafy vegetables, ½ cup of other cooked or raw vegetables, or ½ cup of vegetable juice. When multiple forms of a food are available for a given food, the most common form is selected to represent the serving weight for the food, e.g., chopped, sliced, and grated. Vegetable servings include vegetables and vegetable juice consumed separately (plain) and in recipes containing vegetables, e.g., stew, soup, lasagna, pizza, salad, casseroles, commercial entrees.

Based on the *Dietary Guidelines for Americans 2000* recommendation to eat 5 or more servings of fruits and vegetables every day for good health.

Not aware includes those reporting "no" and "don't know."

Columns may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

ANOVA

* p<.05

** p<.01

*** p<.001

2013 California Children's Healthy Eating and Exercise Practices Survey

Table 112: California Children Reporting Awareness of the *Power Play!* Campaign and Associations with Fruit and Vegetable Intake Based on the MyPlate Recommendations (N=651)

During this school year, do you remember seeing or hearing anything about a program for kids called *Power Play!*?

| | Aware of <i>Power Play!</i> , Percent | |
|---|---------------------------------------|------|
| | Yes | No |
| Met Recommendation for Cups of Fruit | | |
| Yes | 24.3 | 27.2 |
| No | 75.7 | 72.8 |
| Met Recommendation for Cups of Vegetables | | |
| Yes | 14.8 | 9.3 |
| No | 85.2 | 90.7 |
| Met Recommendation for Cups of Fruits and Vegetables¹ | | |
| Yes | 13.8 | 12.6 |
| No | 86.2 | 87.4 |
| Believe the Recommended Cups of Fruits and Vegetables Are Needed for Good Health | | |
| Yes | 41.6 | 45.9 |
| No | 58.4 | 54.1 |

Fruit servings are defined per the *Dietary Guidelines for Americans 2010* as one medium apple, banana, orange or pear, ½ cup of chopped, cooked, or canned fruit, ¼ of cup dried fruit or ½ cup of fruit juice. Fruit servings include fruit and juice consumed separately (plain) and in fruit salad. Fruit in baked goods is generally excluded from the fruit servings count.

Vegetable servings are defined per the *Dietary Guidelines for Americans 2010* as 1 cup of raw leafy vegetables, ½ cup of other cooked or raw vegetables, or ½ cup of vegetable juice. When multiple forms of a food are available for a given food, the most common form is selected to represent the serving weight for the food, e.g., chopped, sliced, and grated. Vegetable servings include vegetables and vegetable juice consumed separately (plain) and in recipes containing vegetables, e.g., stew, soup, lasagna, pizza, salad, casseroles, commercial entrees.

Based on the *Dietary Guidelines for Americans 2010*. Recommendations vary by age, gender, and level of physical activity. For children ages 6-11, the recommended amount of fruits is 1-2 cups and 1½-3 cups of vegetables with a combined total of 2½-5 cups per day.

Not aware includes those reporting "no" and "don't know."

¹ Total fruits and vegetables includes all fruits and vegetables combined. It is not limited to children meeting both the individual fruit and vegetable criteria.

Columns may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* p<.05

** p<.01

*** p<.001

2013 California Children's Healthy Eating and Exercise Practices Survey

Table 113: Awareness of the *Power Play!* Campaign and Associations with Diet Factors (N=651)

During this school year, do you remember seeing or hearing anything about a program for kids called *Power Play!*?

| | Aware of <i>Power Play!</i> , Percent | |
|---|---------------------------------------|--------|
| | Yes | No |
| Availability/Environment | | |
| In your home, there are lots of vegetables to eat that you like. | | |
| Always | 64.6 | 52.0 * |
| Sometimes/Never ¹ | 35.4 | 48.0 |
| In your home, there are fruits kept out in a place where you can get them. | | |
| Always | 85.0 | 74.9 * |
| Sometimes/Never ¹ | 15.0 | 25.1 |

Not aware includes those reporting "no" and "don't know."

Only statistically significant findings reported.

¹ The responses "Sometimes" and "Never" were combined in these analyses because there was not sufficient sample size to examine the "Never" category alone.

Columns may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* p<.05

** p<.01

*** p<.001

2013 California Children's Healthy Eating and Exercise Practices Survey

Table 114: Awareness of the *Power Play!* Campaign and Associations with Physical Activity and Screen Time (N=651)

During this school year, do you remember seeing or hearing anything about a program for kids called *Power Play!*?

| | Aware of <i>Power Play!</i>, Mean | |
|---|--|-----------|
| | Yes | No |
| Minutes of Physical Activity Yesterday | 78.2 | 80.9 |
| Minutes Spent Watching TV, Videos/DVDs, or Playing Video Games Yesterday¹ | 85.7 | 80.1 |
| Minutes Spent Using the Computer or Playing Computer Games Yesterday² | 16.0 | 16.9 |

| | Aware of <i>Power Play!</i>, Percent | |
|--|---|-----------|
| | Yes | No |
| Any Physical Activity Yesterday | 93.1 | 93.0 |
| Minutes of Physical Activity Yesterday | | |
| <30 Minutes | 12.0 | 18.7 |
| 30-59 Minutes | 27.4 | 26.7 |
| 60+ Minutes | 60.6 | 54.6 |
| Physical Activity Believed Needed | | |
| 7 Days/60+ Minutes | 36.4 | 33.7 |
| Time Spent Watching TV, Videos/DVDs, or Playing Video Games Yesterday¹ | | |
| ≤2 Hours | 85.2 | 86.1 |

Not aware includes those reporting "no" and "don't know."

¹ Excludes television or video watching at school or on a computer.

² Excludes any schoolwork or homework completed on the computer.

Column percents may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

ANOVA

Chi Square Test

* p<.05

** p<.01

*** p<.001

2013 California Children's Healthy Eating and Exercise Practices Survey

Table 115: Awareness of the *Power Play!* Campaign and Associations with Physical Activity (N=651)

During this school year, do you remember seeing or hearing anything about a program for kids called *Power Play!*?

| | Aware of <i>Power Play!</i> , Percent | |
|--|---------------------------------------|--------|
| | Yes | No |
| Availability/Environment | | |
| Adults in your home limit the time you spend watching TV or playing video games to less than two hours a day. | | |
| Yes | 72.9 | 82.0 * |
| No | 27.1 | 18.0 |

Not aware includes those reporting "no" and "don't know."

Only statistically significant findings reported.

Column percents may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* p<.05

** p<.01

*** p<.001

2013 California Children's Healthy Eating and Exercise Practices Survey

Table 116: Awareness of the *Power Play!* Campaign and Associations with School Factors (N=651)

During this school year, do you remember seeing or hearing anything about a program for kids called *Power Play!*?

| | Aware of <i>Power Play!</i> , Percent | |
|---|---------------------------------------|------|
| | Yes | No |
| Behavioral Capability | | |
| In the past school week, did you have any lessons about food, nutrition and your health? | | |
| Yes | 53.5 | 37.1 |
| No | 46.5 | 62.9 |
| Availability/ Environment | | |
| Does your school have a fruit or vegetable garden? | | |
| Yes | 42.8 | 30.2 |
| No | 57.2 | 69.8 |

Not aware includes those reporting "no" and "don't know."

Only statistically significant findings reported.

Column percents may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* p<.05

** p<.01

*** p<.001

2013 California Children's Healthy Eating and Exercise Practices Survey

**Table 117: Percentage of California Children Reporting Awareness
of *Harvest of the Month* (N=651)**

During this school year, do you remember seeing or hearing anything about a program for kids called *Harvest of the Month*?

| | Aware of <i>Harvest of the Month</i>, Percent |
|------------------------------|--|
| Total | 35.8 |
| Gender | |
| Male | 38.0 |
| Female | 33.5 |
| Age | |
| 6-8 | 34.5 |
| 9-11 | 37.3 |
| Ethnicity | |
| White | 30.2 |
| Black | 47.5 |
| Hispanic | 34.7 |
| Asian/Other | 40.7 |
| Parent Education | |
| Less than High School | 34.4 |
| High School Graduate | 33.0 |
| Some College/Graduate | 39.3 |
| Overweight Status | |
| Not Overweight | 40.8 |
| Overweight/Obese | 37.1 |
| Fruits and Vegetables | |
| Met MyPlate (2½-5 cups) | 26.6 |
| Below Guideline | 37.1 |
| Physical Activity | |
| ≥ 60 minutes | 37.9 |
| < 60 minutes | 33.3 |
| School Breakfast | |
| Yes | 38.6 |
| No | 34.9 |
| School Lunch | |
| Yes | 38.6 |
| No | 33.7 |
| Fast Food | |
| Yes | 39.4 |
| No | 35.3 |
| Nutrition Lesson | |
| Yes | 45.9 |
| No | 30.5 |

Not aware includes those reporting "no" and "don't know."

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* p<.05

** p<.01

*** p<.001

2013 California Children's Healthy Eating and Exercise Practices Survey

Table 118: California Children Reporting Awareness of *Harvest of the Month* and Associations with Fruit and Vegetable Intake (N=651)

During this school year, do you remember seeing or hearing anything about a program for kids called *Harvest of the Month*?

| | Aware of <i>Harvest of the Month</i>, Percent | |
|--|--|-----------|
| | Yes | No |
| 5 or More Servings of Any Fruits and Vegetables | | |
| Yes | 25.6 | 27.6 |
| No | 74.4 | 72.4 |

| | Aware of <i>Harvest of the Month</i>, Mean Servings (½ cup-eq) | |
|------------------------------|---|-----------|
| | Yes | No |
| Fruits and Vegetables | 3.3 | 3.5 |
| Fruits and Juices | 1.8 | 2.1 * |
| Vegetables | 1.5 | 1.5 |

Fruit servings are defined per the *Dietary Guidelines for Americans 2010* as one medium apple, banana, orange or pear, ½ cup of chopped, cooked, or canned fruit, ¼ of cup dried fruit or ½ cup of fruit juice. Fruit servings include fruit and juice consumed separately (plain) and in fruit salad. Fruit in baked goods is generally excluded from the fruit servings count.

Vegetable servings are defined per the *Dietary Guidelines for Americans 2010* as 1 cup of raw leafy vegetables, ½ cup of other cooked or raw vegetables, or ½ cup of vegetable juice. When multiple forms of a food are available for a given food, the most common form is selected to represent the serving weight for the food, e.g., chopped, sliced, and grated. Vegetable servings include vegetables and vegetable juice consumed separately (plain) and in recipes containing vegetables, e.g., stew, soup, lasagna, pizza, salad, casseroles, commercial entrees.

Based on the *Dietary Guidelines for Americans 2000* recommendation to eat 5 or more servings of fruits and vegetables every day for good health.

Not aware includes those reporting "no" and "don't know."

Columns may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

ANOVA

* p<.05

** p<.01

*** p<.001

2013 California Children's Healthy Eating and Exercise Practices Survey

Table 119: California Children Reporting Awareness of *Harvest of the Month* and Associations with Fruit and Vegetable Intake Based on the MyPlate Recommendations (N=651)

During this school year, do you remember seeing or hearing anything about a program for kids called *Harvest of the Month*?

| | Aware of <i>Harvest of the Month</i> , Percent | |
|---|---|------|
| | Yes | No |
| Met Recommendation for Cups of Fruit | | |
| Yes | 22.7 | 29.1 |
| No | 77.3 | 70.9 |
| Met Recommendation for Cups of Vegetables | | |
| Yes | 8.7 | 10.9 |
| No | 91.3 | 89.1 |
| Met Recommendation for Cups of Fruits and Vegetables¹ | | |
| Yes | 9.5 | 14.6 |
| No | 90.5 | 85.4 |
| Believe the Recommended Cups of Fruits and Vegetables Are Needed for Good Health | | |
| Yes | 43.1 | 46.4 |
| No | 56.9 | 53.6 |

Fruit servings are defined per the *Dietary Guidelines for Americans 2010* as one medium apple, banana, orange or pear, ½ cup of chopped, cooked, or canned fruit, ¼ of cup dried fruit or ½ cup of fruit juice. Fruit servings include fruit and juice consumed separately (plain) and in fruit salad. Fruit in baked goods is generally excluded from the fruit servings count.

Vegetable servings are defined per the *Dietary Guidelines for Americans 2010* as 1 cup of raw leafy vegetables, ½ cup of other cooked or raw vegetables, or ½ cup of vegetable juice. When multiple forms of a food are available for a given food, the most common form is selected to represent the serving weight for the food, e.g., chopped, sliced, and grated. Vegetable servings include vegetables and vegetable juice consumed separately (plain) and in recipes containing vegetables, e.g., stew, soup, lasagna, pizza, salad, casseroles, commercial entrees.

Based on the *Dietary Guidelines for Americans 2010*. Recommendations vary by age, gender, and level of physical activity. For children ages 6-11, the recommended amount of fruits is 1-2 cups and 1½-3 cups of vegetables with a combined total of 2½-5 cups per day.

Not aware includes those reporting "no" and "don't know."

¹ Total fruits and vegetables includes all fruits and vegetables combined. It is not limited to children meeting both the individual fruit and vegetable criteria.

Columns may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* p<.05

** p<.01

*** p<.001

2013 California Children's Healthy Eating and Exercise Practices Survey

Table 120: Awareness of *Harvest of the Month* and Associations with Diet Factors (N=651)

During this school year, do you remember seeing or hearing anything about a program for kids called *Harvest of the Month*?

| | Aware of <i>Harvest of the Month</i>, Percent | |
|---|--|-----------|
| | Yes | No |
| Behavioral Capability | | |
| You help fix fruits, vegetables, or salads for dinner. | | |
| Always | 20.5 | 28.3 * |
| Sometimes/Never ¹ | 79.5 | 71.7 |
| Availability/Environment | | |
| In your home, there are lots of vegetables to eat that you like. | | |
| Always | 59.4 | 50.7 * |
| Sometimes/Never ¹ | 40.6 | 49.3 |

Not aware includes those reporting "no" and "don't know."

Only statistically significant findings reported.

Column percents may not add up to 100% due to rounding.

¹ The responses "Sometimes" and "Never" were combined in these analyses because there was A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* p<.05

** p<.01

*** p<.001

2013 California Children's Healthy Eating and Exercise Practices Survey

**Table 121: Awareness of *Harvest of the Month* and Associations
with Physical Activity and Screen Time¹ (N=651)**

During this school year, do you remember seeing or hearing anything about a program for kids called *Harvest of the Month*?

| | Aware of <i>Harvest of the Month</i>, Mean | |
|---|--|-----------|
| | Yes | No |
| Minutes of Physical Activity Yesterday | 82.1 | 79.5 |
| Minutes Spent Watching TV, Videos/DVDs, or Playing Video Games Yesterday¹ | 79.0 | 82.0 |
| Minutes Spent Using the Computer or Playing Computer Games Yesterday² | 14.5 | 18.1 |
| | Aware of <i>Harvest of the Month</i>, Percent | |
| | Yes | No |
| Any Physical Activity Yesterday | 92.6 | 93.2 |
| Minutes of Physical Activity Yesterday | | |
| <30 Minutes | 18.4 | 17.4 |
| 30-59 Minutes | 22.9 | 28.9 |
| 60+ Minutes | 58.6 | 53.7 |
| Physical Activity Believed Needed | | |
| 7 Days/60+ Minutes | 36.8 | 32.5 |
| Time Spent Watching TV, Videos/DVDs, or Playing Video Games Yesterday¹ | | |
| ≤2 Hours | 86.1 | 85.9 |

Not aware includes those reporting "no" and "don't know."

¹ Excludes television or video watching at school or on a computer.

² Excludes any schoolwork or homework completed on the computer.

Column percents may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

ANOVA

Chi Square Test

* p<.05

** p<.01

*** p<.001

2013 California Children's Healthy Eating and Exercise Practices Survey

Table 122: Awareness of *Harvest of the Month* and Associations with Physical Activity (N=651)

During this school year, do you remember seeing or hearing anything about a program for kids called *Harvest of the Month*?

| | Aware of <i>Harvest of the Month</i>, Percent | |
|---|--|-----------|
| | Yes | No |
| Behavioral Capability | | |
| Your family exercises together or is active together by doing things like going to the park, playing sports, or riding bikes | | |
| Agree | 90.3 | 84.8 * |
| Disagree | 9.7 | 15.2 |
| Availability/Environment | | |
| I feel safe doing physical activities outside, in my neighborhood. | | |
| Agree | 79.4 | 86.1 * |
| Disagree | 20.6 | 13.9 |

Not aware includes those reporting "no" and "don't know."

Only statistically significant findings reported.

Column percents may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* p<.05

** p<.01

*** p<.001

2013 California Children's Healthy Eating and Exercise Practices Survey

Table 123: Awareness of *Harvest of the Month* and Associations with School Factors (N=651)

During this school year, do you remember seeing or hearing anything about a program for kids called *Harvest of the Month*?

| | Aware of <i>Harvest of the Month</i>, Percent | |
|---|--|-----------|
| | Yes | No |
| Behavioral Capability | | |
| In the past school week, did you have any lessons about food, nutrition and your health? | | |
| Yes | 49.7 | 33.8 *** |
| No | 50.3 | 66.2 |
| Availability/Environment | | |
| Did you get to taste any fruits or vegetables in the classroom this year? | | |
| Yes | 70.7 | 62.3 * |
| No | 29.3 | 37.7 |
| Does your school have a fruit or vegetable garden? | | |
| Yes | 41.0 | 27.2 *** |
| No | 59.0 | 72.8 |

Not aware includes those reporting "no" and "don't know."
Only statistically significant findings reported.

Columns may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are Chi Square Test

* p<.05

** p<.01

*** p<.001